

Statewide Lodging Performance December 2003 - 2004

Market/Year	Month of December					Year-to-Date				
	Occupancy	ADR	RevPAR	Demand	Supply	Occupancy	ADR	RevPAR	Demand	Supply
<i>United States</i>										
2003	47.1%	\$80.37	\$37.82	64.4 mil.	136.9 mil.	59.1%	\$83.11	\$49.11	953.5 mil.	1.61 bil.
2004	48.6%	\$84.25	\$40.95	67.0 mil.	137.9 mil.	61.3%	\$86.41	\$52.93	997.8 mil.	1.62 bil.
% change	3.2%	4.8%	8.3%	4.0%	0.7%	3.7%	4.0%	7.8%	4.6%	1.0%
<i>Mountain Region</i>										
2003	47.3%	\$79.88	\$37.78	7.74 mil.	16.3 mil.	61.0%	\$83.78	\$51.13	117.2 mil.	192.1 mil.
2004	48.5%	\$83.09	\$40.32	7.96 mil.	16.4 mil.	63.3%	\$88.23	\$55.84	122.5 mil.	193.5 mil.
% change	2.5%	4.0%	6.7%	2.8%	0.2%	3.8%	5.3%	9.2%	4.5%	0.7%
<i>State of Arizona</i>										
2003	49.1%	\$75.16	\$36.89	1.53 mil.	3.121 mil.	59.5%	\$82.53	\$49.13	21.8 mil.	36.76 mil.
2004	52.6%	\$79.77	\$41.93	1.64 mil.	3.127 mil.	62.8%	\$85.47	\$53.68	23.1 mil.	36.78 mil.
% change	7.1%	6.1%	13.7%	7.3%	0.2%	5.5%	3.6%	9.3%	5.6%	0.1%
<i>Metro Phoenix</i>										
2003	50.2%	\$85.77	\$43.05	856,547	1.7 mil.	59.3%	\$94.30	\$55.95	11.9 mil.	20.1 mil.
2004	54.4%	\$91.04	\$49.57	925,043	1.69 mil.	63.6%	\$97.42	\$62.01	12.7 mil.	19.9 mil.
% change	8.4%	6.1%	15.1%	8.0%	-0.4%	7.3%	3.3%	10.8%	6.6%	-0.6%
<i>Metro Tucson</i>										
2003	52.8%	\$69.33	\$36.60	237,760	449,996	60.9%	\$77.63	\$47.31	3.22 mil.	5.29 mil.
2004	57.1%	\$73.93	\$42.19	260,760	456,971	62.8%	\$79.25	\$49.79	3.35 mil.	5.33 mil.
% change	8.1%	6.6%	15.3%	9.8%	1.6%	3.1%	2.1%	5.2%	3.9%	0.8%
<i>Flagstaff AZ</i>										
2003	49.8%	\$51.79	\$25.79	74,570	149,761	61.4%	\$58.75	\$36.06	1.08 mil.	1.76 mil.
2004	52.7%	\$57.56	\$30.34	78,932	149,761	64.0%	\$60.86	\$38.98	1.12 mil.	1.76 mil.
% change	5.8%	11.1%	17.6%	5.8%	0.0%	4.2%	3.6%	8.1%	4.3%	0.0%
<i>Non-metro AZ</i>										
2003	45.6%	\$58.53	\$26.72	408,869	895,807	59.3%	\$64.89	\$38.45	6.24 mil.	10.5 mil.
2004	48.3%	\$61.47	\$29.69	436,202	902,968	61.8%	\$67.08	\$41.44	6.57 mil.	10.6 mil.
% change	5.9%	5.0%	11.1%	6.7%	0.8%	4.2%	3.4%	7.8%	5.2%	0.9%

Source: Smith Travel Research